



What: Adventure runs (5K and 1 mile), complete with obstacles and mud pits

When: Saturday, October 1, 2011

Why: To encourage people to get moving and have fun while raising funds to support affordable, hands-on play and learning at the Children's Museum of La Crosse.

WANNA RUN AMUCK WITH US AS AN EVENT SPONSOR?

Involvement with this event will **DOZE** public relations benefits for your company!



The Dirt:

The second annual Big Muddy Run will attract hundreds of runners, walkers, wallowers and spectators, as well as media.

Participants in the Big Muddy Run will traverse through a **5K or 1 mile course through the Myrick Park area**, where they will encounter obstacles, water crossings, mud pits and more. Results will be timed; however, the emphasis of this run is on the fun, FUNdraising and uniqueness! Activities for children and families will be offered following the Big Muddy Run.

Each Big Muddy Run registrant will receive a **long-sleeved shirt** with the Big Muddy Run logo on the front and all sponsors of \$250+ on the back. We expect the participants to proudly wear these shirts around the community for long after the event to show their involvement in this unique race.

Proceeds of the event will support the **Children's Museum of La Crosse**, which welcomes over 60,000 visitors each year. **It is our goal that the 2011 Big Muddy Run will net \$20,000 to support our mission of offering affordable, hands-on learning and play opportunities to our region's children and families.**



Marketing and promotion of this event will include, but not be limited to: radio and television promotion; event-specific website, which will list sponsors and other details; postcards and posters; E-mail, Facebook and Twitter promotion; listing in local community event calendars; and more!

Please review the Sponsorship Options on the other side and let us know how muddy you wanna' get!



Presented by

allergy
associates
 of La Crosse

C'MON IN...THE MUD'S FINE!

SPONSORSHIP OPTIONS & BENEFITS

Each sponsor will get:

- Company name on website, posters (if commitment made by July 15) and event-related email blasts
- Opportunity to include insert promotional item in 100+ participant bags
- Recognition during event award ceremony
- PLUS...many level-specific benefits as listed below*

Mucky Dice

\$1,500

On race day, each participant will get a chance to roll six dice. If at least five land with the Big Muddy Run logo face, up the player will win a prize.

- Company name or logo on MUDRUN dice
- Opportunity to offer prize/s for any players that get at least five of your logo face up on the dice
- Exclusive sign: i.e., "ABC Company's MUDRUN dice toss"
- Logo on website (with link), posters, event shirts and other print materials

Mud Master

\$1,000

- Logo on website (with link), posters, event shirts and other print materials
- Name on a banner at the event
- Exclusive name on a sign at one of the obstacles: i.e., "ABC Company's Mud Pit"

"Ahhh" Warming/Changing Tents (Limit 2: Male & Female)

\$ 750

- Name on website, event shirts and other print materials
- Name on a banner on/near warming tent

Super Stuff Race Bags (Limit 1 / commitment required by July 15)

\$ 750

- Name on website, event shirts and other print materials
- Logo on 100+ participant race bags

Dirt Devil

\$ 500

- Name on a banner at the event
- Company name on event shirts

Muddy Buddy

\$ 250

- Company name on event shirts

Sand Dollar

\$ 150

See top of page



* Benefits may vary for in-kind sponsors



YES! I/we want to be a sponsor of the 2011 Big Muddy Run at this level:

- MUCKY DICE (\$1,500)
- MUD MASTER (\$1,000)
- AAAH TENT (\$750)
- BAGS (\$750)
- I/we want to support the event with in-kind services of _____ valued at \$1000 or more
- DIRT DEVIL (\$500)
- MUDDY BUDDY (\$250)
- SAND DOLLAR (\$150)

- I/we will donate a prize _____, valued at \$50 or more, as an incentive for participants who raise the most for the Museum
- I am interested in volunteering during the October 1 event
- We will distribute/display information at our business

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- Payment enclosed \$ _____
- Send an invoice, to be paid by August 1, 2011
- Check VISA MasterCard Card# _____ Exp. ____ / ____

Contact Person _____ Company Name _____

Address _____ City _____ State _____ Zip _____

Telephone (____) _____ FAX (____) _____ Email _____

Return to Children's Museum of La Crosse, 207 5th Ave. S., La Crosse, WI 54601 FAX 608-784-6988 or anne@funmuseum.org